

**SECTION C**  
**DESCRIPTION/SPECIFICATIONS/WORK STATEMENT**

1. **BACKGROUND**

The National Park Service (NPS) uses illustrations in printed materials, exhibits, and multimedia products. Originals, reflective renderings, drawings, paintings, and computer-generated images support interpretive themes associated with park sites. They explain natural history concepts, recreate historical scenes and contrast or compare cultural topics with the goal of providing both a visual and value-added quality to the product in which the illustration appears.

As the NPS expands the use of technology for enhancing interpretation, the use of computer graphics provides an opportunity to produce graphics for multimedia product lines. These are talents that will be met by these contracts.

2. **PURPOSE**

The purpose of this contract is to provide original reflective illustrations for reproduction for use in printed materials, exhibits, and multimedia outdoor and indoor exhibit production, printed media reproduction (publications, folders, handbooks), audiovisual media, and historic furnishings for the National Park Service.

All illustrations and rough preliminary sketches procured under this contract will become property of the NPS and the Harpers Ferry Center's (HFC) working library of interpretive quality graphics or becomes property of the office or park originating the Task Order.

3. **SCOPE OF WORK**

Independently, and not as an agent of the Government, the Contractor shall provide all professional-level art talent and services including labor, materials, equipment, facilities, and travel, except as otherwise specified in this contract, necessary to provide original reflective illustrations for reproduction for use in printed materials, exhibits, and multimedia, outdoor and indoor exhibit production, printed media reproduction (publications, folders, handbooks), audiovisual media, and historic furnishings for the National Park Service.

The content and quality of illustrations rendered under this contract shall be equal to the interpretive graphics used by the National Park Service (see Attachment A, B, and C) or found in current educational publications such as National Geographic Magazine and Smithsonian Magazine.

Specifically, the following capabilities are required:

A. **ORIGINAL REFLECTIVE ILLUSTRATIONS**

The Contractor shall create original, reflective, non-digital illustrations following approved layouts and graphic reference package materials provided by the NPS. The final art shall be suitable for production in a variety of production techniques such as screen printing, photographic prints, four-color process printing, digital imaging, and on-screen projection.

The requirements for original reflective illustrations include:

1. Provide research services to identify, locate, gather, originate, and validate reference materials necessary to develop an accurate depiction of the subject matter. Task Orders will specify when required.
2. Develop thumbnail sketches, rough preliminary sketches, and technique samples representing the finished medium in order to facilitate discussion with the project team and establish agreement on the content before the final artwork is begun. The scale of these developmental materials may vary from 200% - 50% of actual reproduction size. Size for developmental materials and final artwork will be specified in each Task Order.
3. Render any number of subjects required for an individual job, or from job to job, that will include but are not limited to: archeology, architecture, anthropology, botany, cultural history, diagrams, geology, military history, period furnishings, and wildlife.
4. Render subject matter in black and white line and tone and/or full color, clearly and precisely in a technique that will reproduce well in a variety of media.
5. Render the human figure, animal anatomy, plant species, or other subjects in a realistic and accurate manner with believable proportions, perspective, and scale.
6. Maintain a consistent rendering technique throughout the illustration, or series of illustrations despite the variety of reference materials employed or subjects covered by that particular Task Order.
7. Provide a reproducible quality digital file made from a scan of the original, reflective, non-digital rendering of an illustration suitable for reproduction in a variety of production techniques. Each Task Order will specify this requirement, size, and resolution for a RGB high-resolution file.

**B. EVIDENCE OF PROJECT'S PROGRESS**

The Contractor shall submit evidence of project progress in a variety of deliverables, including, but not limited to:

1. Trip report - A report of findings of or decisions made at a project team meeting or site visit that affect the work of the project, shall be submitted upon completion of any travel made or meetings attended for the project.
2. Research findings and materials - Any documentation, photographs, or other materials identified, located, gathered as provided by HFC and/or originated by the Contractor for the purpose of developing artwork for the project.
3. Thumbnail sketch - A small-sized sketch provided early in the development of the artwork that is evaluated by the Government to provide direction in the development of the preliminary sketch. A thumbnail sketch may be required with a trip report or as part of the Task Order proposal.
4. Preliminary sketch - A pencil drawing that identifies all the elements to be included in the final artwork that is reviewed for content, composition, and positioned into the graphic layout so that the Government may provide specific direction for the final artwork. A revised preliminary sketch may be required for review and approval before the final artwork is begun. The gray JPEG shall fulfill this phase for computer-generated artwork.
5. Technical sample - A small-size rendering in the manner used for the final art that demonstrates the rendering style, level of detail, and color palette, that is approved before the final artwork is begun. The textured JPEG shall fulfill this phase for computer-generated artwork.
6. Final artwork - The actual rendering in the media desired, based on the approved preliminary sketch or the Final Digital files provided as the layered RGB and the flattened tif or eps file(s) at a resolution specified in the Task Order (1200 dpi for line art or solid silhouettes) of computer-generated artwork.
7. Revised final artwork - The actual rendering or final digital layered file may require minor revisions based on the final art review.

8. Reflective art scan - A digital file made from a scan of the original, reflective, non-digital rendering of an illustration suitable for reproduction in the media for which the artwork was developed in accordance with specifications provided in the Task Order.

4. **TASK ORDER ASSIGNMENTS**

All work performed under this contract will be directed by the Government through the issuance of individual Task Orders in accordance with the procedures outlined in Section G. In no event will the Government be responsible for any work performed by the Contractor that is not undertaken pursuant to a duly executed Task Order signed by the Contracting Officer. The Government will furnish, as appropriate, required data, materials, and access to project information necessary to perform the planning and production of work as required.

5. **GOVERNMENT-FURNISHED PROPERTY**

The Government will furnish guidelines, specifications, access to project information, and existing materials as necessary to perform the work required under each Task Order.